



Launch emails to learners

Pre-launch email: Send several days before you add your users manually or before SSO is complete

Subject: <Company Name> wants to help you build professional skills with Lynda.com

We're excited to announce that you will soon have access to Lynda.com, an on-demand learning solution designed to help you gain new skills and advance your career.

You'll receive an activation email from Lynda.com shortly.

When that email arrives, follow the instructions to log in for a customized learning experience that features instructional content relevant to your professional interests and goals.

With Lynda.com, you get:

- **Unlimited access.** Choose from more than 5,000 video tutorials covering business, creative and technology topics.
- **Personalized recommendations.** Explore the most in-demand skills based on your experience.
- **Expert instructors.** Learn from industry leaders, all in one place.
- **Convenient learning.** Access courses on your schedule, from any desktop or mobile device.
- **Helpful resources.** Reinforce new knowledge with quizzes, exercise files and coding practice windows.

Don't hesitate to let me know if you have any questions. I look forward to your feedback. Happy learning!

Best regards,

<Your Name>

Post-launch email: Send after you add your users manually or after SSO is complete

Subject: You now have access to Lynda.com

OR

Start building professional skills today with Lynda.com

As I shared previously, <Company Name> has provided you with Lynda.com, an on-demand learning solution designed to help you gain new skills and advance your career.

You should have received an email from Lynda.com inviting you to log in and activate your account. Start exploring courses today. For a great overview, [watch the *How to Use Lynda.com* course.](#)

Best regards,

<Your Name>